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ideas and
THEME SONG
Suggestions

FIRST NATIONAL
VITAPHONE

TALKING



PICTURES

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383 MADISON AVE.

NEW YORK, CITY, U. S. A.

GREAT DIVIDE

Brings Famous Stage Play to Talking Screen With
DOROTHY MACKAILL and GREAT
STAR CAST

Spend All You Can On Dress, Girls, Says Dot Mackaill

Startling Advice By Star
Of Screen Will Make
Husbands Tremble

(FEATURE)

Dorothy Mackaill, feminine charmer in "The Great Divide," the First National picture which comes to the Theatre on ... believes that women should be in the matter of clothes!

While some husbands will automatically take a firmer grip on their pocketbooks at this assertion, the First National star backs up her statements with ruthless logic.

"I think it is a compliment to men when women dress well, and the men should feel flattered," said Dorothy, who is considered one of the best-dressed girls in Hollywood.

"I think any woman is foolish who squanders all her money on things to wear, but if she selects wisely and isn't foolish about unimportant things, she is bound to get more enjoyment out of life and give her husband a feeling of satisfaction over her smartness."

Miss Mackaill believes it is smarter to buy an expensive coat and a cheap dress than it is to buy a cheap coat and an expensive dress, for the simple reason that when one is away from home one prefers to look more elegant, and the wrap covers the frock anyhow.

A girl with a limited budget should keep in mind that it would be wiser for her to have fewer changes of costume and of more expensive material, for the better quality stands up under pressing and cleaning.

"If I had to watch my nickles and dimes," said Dorothy, "I'd rather do without synthetic jewelry, fancy pocketbooks and gloves and concentrate upon a pair of shoes, a hat and a coat."

"I'd prefer to have a \$100 coat and a \$10 dress than have a \$50 coat and a \$50 dress, for one naturally expects to keep a wrap longer. I'd rather have a coat fur-less than to wear an imitation fur, and I'd put an extra couple of dollars into a bright scarf to enhance its charm."

Miss Mackaill believes that the woman of limited means should keep her color scheme always in mind, for careless blending of tones will detract from the chic value of the ensemble.

Actor Now Director

Reginald Barker, director of "The Great Divide," First National picture coming to the Theatre ... played various parts in the similarly named famous stage-play from which the film was adapted.

Viva! Viva!

She is here. Dorothy! Darling of Park Avenue hitting the high spots of Old Mexico. It is romance as rugged as the ranges of the West, and just as beautiful! Si, Si, See and Hear it, too.



100%
TALKING
SINGING
DANCING

Directed by Reginald Barker.
Based on play by Wm. Vaughn Moody.

The
Great Divide

with
DOROTHY MACKAILL

Ian Keith
Myrna Loy

Cut No. 10 Cut 65c Mat 15c

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"THE GREAT DIVIDE" IS A POWERFUL ROMANTIC DRAMA OF MOUNTAIN AND DESERT

Dorothy Mackaill Is Star, and Ian Keith Leading Man, of Brilliant Picture, With Myrna Loy Also Scoring

(PREPARED VITAPHONE REVIEW)

The West has rarely been the background for a more colorful and stirring romance than that depicted in "The Great Divide," the First National-Vitaphone production, which opened ... at the Theatre. Dorothy Mackaill is the bright particular star.

Those who remember "The Great Divide" as a play will find the dramatic stage vehicle, which enjoyed popularity for many years in the United States and Europe, heightened in suspense and action in this all-dialogue Vitaphone talkie.

A number of tuneful songs have been injected into the scenes, surprising those who never could have believed that the play would lend itself so admirably to music.

The picture at some moments assumes the rhythm and harmony of an operetta, especially in a big fiesta that takes place in Mexico. But the audition is brought back to the story with such adroitness and skill that no one realizes the digression.

Stephen Ghent, played by Ian Keith, sings the melodious theme song, "At the End of the Lonesome Trail," and displays a fine voice. Myrna Loy sings "Si, Si, Señor," another tuneful number. The story does not demand a singing role from Dorothy Mackaill, the star, but this charming actress portrays one of the most sensational parts she has undertaken on the screen.

She is a flapper who has grown up. She is sophisticated, pleasure-seeking, and with few thrills left to experience. She is the life of a wild party on a Westbound train which ends when she is kidnapped by a fake caballero in old Mexico.

After wandering with him for many days through the beautiful Arizona country she learns to love him. Later she protects him from the law that has pursued them through mountains and desert.

The plot is strong and realistic, in keeping with the scenic grandeur of the locale.

Miss Mackaill's role is of the type in which she had such great success in recent pictures. It is a new theatrical experience to hear hard-boiled wise-cracks come from such a beautiful creature as Dorothy.

Myrna Loy, as a half-caste Mexican girl, gives an exotic portrayal. It is the same kind of part she took in "The Squall."

The cast is unusually good, the voices all registering well. Among the players are Creighton Hale, Lucien Littlefield, Roy Stewart, James Ford, Jean Lorraine and Claude Gilllingwater. The handsome Ian Keith performs excellently as Miss Mackaill's leading man.

Reginald Barker directed this very fine screen offering.

Q. and A.

QUESTION: What is "The Great Divide?"

ANSWERS: A boulevard stop.

A mathematical problem.

The Pacific Ocean.

Youth and age.

Reno.

A fool and his money.

The Mason-Dixon Line.

Ginger-ale in a cocktail.

Rocky Mountains.

A boy's hair-part.

A riding habit.

The First National Vitaphone picture featuring Dorothy Mackaill at the Theatre.

Typical Role For "Dot" Mackaill, Star Of "Great Divide"

(ADVANCE READER)

Dorothy Mackaill, who gave such an admirable portrayal as the circus performer in "The Barker," will be seen again in another "hard-boiled" role in "The Great Divide," her new First National picture coming to the Theatre

Miss Mackaill now plays an emancipated modern girl, whose "whoopie" ideas of life clash with those of the man she both hates and loves.

The blonde star has made a great success in her recent pictures in creating a new type of screen vamp—a girl whose bark is worse than her bite. She played such parts in "Hard to Get" and in "Two Weeks Off."

"The Great Divide" is an adaptation of William Vaughn Moody's famous stage classic. The story is laid in the beautiful mountain country of Arizona, and the picture is embellished with striking scenic photography.

Ian Keith is Miss Mackaill's leading man. Others in the cast are Myrna Loy, who portrays one of her colorful dancing roles as a half-breed Spanish girl, Lucien Littlefield, Ben Hendricks, James Ford, Creighton Hale, George Fawcett, Roy Stewart and Claude Gilllingwater.

Reginald Barker directed.

Talking, Singing and Dancing Spectacles As Big As The Heart Of The West!

**Real West Offers
Rich Film Field,
Director Asserts**

**Maker of "Great Divide"
Paints Word Picture
Of Possibilities**

(FEATURE)

The wild, wild West of early films has been tamed by Hollywood and is emerging as a background for sophisticated, unmelodramatic motion pictures.

There are still horses, but there are also cocktails, modern furniture, and man-hunting flappers.

Reginald Barker, who has been directing films since the days of "two-reel features," expressed these views while talking of "The Great Divide," the Dorothy Mackaill special, coming to the Theatre, which he directed for First National Pictures.

The story is of a modern, sophisticated girl, and it has its locale in Arizona and Mexico.

"Producers have been neglecting the West for some time," said Barker. "Of course, there have been the usual 'horse operas' and pictures that still depict the country as Buffalo Bill saw it, but the rich background has hardly been touched for a story of today.

"In the near future I believe there will be many productions with Western backgrounds and with stories as modern as Broadway dramas.

"They will have stories written by Hollywood's best scenarists. Some of them may approach the spectacular, but many will be everyday dramas of life as lived in desert shacks or comfortable modern ranch homes.

"Hollywood is apt to think of China, or Russia, or almost any other place but the Western United States in which to set highly dramatic stories.

"The West can exert a spell over those who live there as potent as that of the tropics."

Scenic beauty, if presented with a suitable story, always has great drawing power, said the director.

"The Sunday automobile exodus of millions to seek a bit of unusual country is proof of the appeal that the strange land of majestic beauty and breath-taking vistas can have in a picture.

"In 'The Great Divide,' which has modern tempo and a wise-cracking up-to-date girl for a heroine, there is the awe-inspiring grandeur of the mountains and desert, filmed on location. No wonder audiences are thrilled!

"Modern dwellers in the country of magnificent distances have rarely been depicted as they actually are. Audiences nowadays want stories that have reality. No more hokum, even about the West."

Dorothy Mackaill plays the heroine in "The Great Divide," which is an adaptation of William Vaughn Moody's famous American stage classic. Her role shows her as the same type of hard-shelled but soft-hearted girl she portrayed in "His Captive Woman" and "The Barker," two of the popular actress' recent successes.

Ian Keith is the representative of the modern West, playing a mine owner. Myrna Loy appears as a half-breed Mexican girl, giving an exotic characterization similar to those in "The Squall" and "The Black Watch."

Others in the cast are Ben Hendricks, Lucien Littlefield, Roy Stewart, Creighton Hale, Claude Gillingwater, George Fawcett, Jean Laverty, James Ford and Jean Lorraine.

FIFTY CHORINES

Fifty chorus girls were trained by a former Ziegfeld dance director for the colorful fiesta scenes in "The Great Divide," First National-Vitaphone's all-dialogue picture starring Dorothy Mackaill at the Theatre.

OFFICIAL BILLING
First National Pictures, Inc.
Presents

"THE GREAT DIVIDE"

With

**DOROTHY MACKAILL
Ian Keith and Myrna Loy**

Directed by Reginald Barker
Based on play by William Vaughn Moody
A FIRST NATIONAL PICTURE

Supporting cast includes:—

Lucien Littlefield, Ben Hendricks, Jr., George Fawcett, Creighton Hale and Jean Lorraine

Produced by Robert North
Screen Version by Fred Myton
Dialogue by Fred Myton and Paul Perez
Photography by Lee Garmes
Art Director John J. Hughes
Film Editor Ray Curtis
Costume Director Edward M. Stevenson
Song numbers by Herman Ruby and Ray Perkins

THE CAST

Ruth Jordan	DOROTHY MACKAILL
Stephen Ghent	Ian Keith
Texas Tommy	Lucien Littlefield
Dutch Romeo	Ben Hendricks
Manuella	Myrna Loy
Wong	Frank Tang
Edgar	Creighton Hale
MacGregor	George Fawcett
Verna	Jean Laverty
Amesbury	Claude Gillingwater
Joe Morgan	Roy Stewart
Ruth's friend	James Ford
Polly	Jean Lorraine
Ruth's friend	Gordon Elliott

SYNOPSIS (Not for Publication)

The Alcade Gold Mine in the wilds of Arizona has just been sold by Stephen Ghent, half owner, who has spent fifteen years developing it.

Manuella, a pretty Spanish half-breed, who is just growing

into womanhood, is in love with Ghent, but he continues to treat her as a child and makes fun of her passionate advances. Ghent's employees love him and are sorry to see him leave. "Dutch" and "Texas", mine employees, go with him to a fiesta at Rio Paz in old Mexico.

Ruth, the child of Ghent's dead partner, has grown up in the East and is coming with a party of her friends to the mine. Ruth travels with a fast set, and the train ride is punctuated with cocktail parties and other whoopee events. She thinks the mine will be a dull place and decides to go to Rio Paz first.

At the fiesta, Ghent's horse splashes mud on Ruth and she retaliates with wise-cracking insults. Ghent is dressed as a caballero and later in the cantina "Dutch" and "Texas" tell Ruth that Ghent is a notorious bandit.

Eager for a thrill, Ruth manages an introduction to Ghent, and in a walk in the moonlight they both fall in love, although each is too proud to admit the fact. They come back, and Manuella is aroused to jealousy. She makes a play for Ghent by throwing her arms around him. Ruth, angered and hurt that her caballero loves another, goes away.

Ghent follows her to her drawing room on the side-tracked train and kidnaps her after locking Edgar, her fiance, in a closet. Edgar escapes and gives the warning, and a posse follows them. Ghent has learned through a portrait in the drawing room that she is the daughter of his dead partner. He plans to save her from herself, hoping at the same time that she will fall in love with him.

They ride through the wild country, keeping just a jump ahead of the posse. Ghent does not molest her, but makes her cook and endure hardships. Ruth is learning to care for him, but still maintains her angry, sarcastic attitude when talking to him.

After several days Ghent, feeling he has failed, takes her back to his ranch house. Ruth, however, is ready to forgive and forget, but when she finds Manuella there she is angered that Ghent, who has held up before her the ideal of clean living, should have this half-breed mistress. She learns his identity through Ghent's servant.

The posse, informed by Manuella, come for Ghent. He calmly waits their arrival, and gives himself up. They are about to take him away and hang him when Ruth comes out and announces that she went willingly.

The posse leave, Edgar is sent away, and inside the cabin Ruth and Ghent embrace.

Kidnapped!

By the man she hated. . .
and loved. Yes, loved
enough to sacrifice her reputation
to save his life!

Directed by Reginald Barker. Based on play by Wm. Vaughn Moody.

The GREAT DIVIDE

with
Dorothy Mackaill
Ian Keith — Myrna Loy

Feel the real spell of the West as Vitaphone brings it to you in all its enchanting glory. Dwell in the painted desert stretches with men that ARE men, and lovers too. Come into the land of he-man romance with a girl who was the Pet of Park Avenue. You'll feel the real joy of living after you've seen it!

REXY

Begins
To-morrow!



Cut No. 8 Cut \$1.00 Mat 20c

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A GREAT CAST

"The Great Divide," current at the Theatre boasts a noted company in Dorothy Mackaill, the star, Ian Keith, George Fawcett, Creighton Hale, Myrna Loy, James Ford, Ben Hendricks, Claude Gillingwater, Roy Stewart, Jean Lorraine, Jean Laverty and Gordon Elliott. It is a First National-Vitaphone picture.

LEADING MAN

Ian Keith, one of the most successful leading men on the American stage, left the footlights to play opposite Dorothy Mackaill in "The Great Divide," First National-Vitaphone picture at the Theatre.

The Modern Maid

As popular as were Dorothy Mackaill's comedy characterizations, are the blonde actress' more dramatic parts. She has created a new type of screen charmer in her portrayals of a thoroughly experienced modern girl, the kind of part she plays in "The Great Divide," current at the Theatre.

SONGS AND DANCES

Fifty chorus girls and 100 singers take part in "The Great Divide," the First National-Vitaphone picture at the Theatre, starring Dorothy Mackaill.

Fawcett in "Great Divide"

George Fawcett appears in a character role in support of Dorothy Mackaill in "The Great Divide," the First National-Vitaphone picture at the Theatre.

Successive Talking Hits Have Made Dorothy Mackaill A Big Box-Office Card!

Lavish Settings In New Dorothy Mackaill Film

(ADVANCE READER)

A lavish expenditure for sets and players was made by First National to bring to the screen "The Great Divide," the famous stage success by William Vaughn Moody, recognized as one of America's footlight classics.

Many big studio sets, and an outstanding cast, headed by the star, Dorothy Mackaill, lent their aid in screening this dramatic romance, which has been booked by the Theatre and will open

One of the most picturesque sets ever seen on the First National lot was that of the Mexican village, in which a gigantic fiesta with hundreds of persons was filmed. The village covered three acres, and has a broad plaza, streets, houses and saloons.

Another large set was the Indian reservation and mining settlement. A whole stage was taken up by the mountain setting, which included a pine forest surrounding a log cabin. The company went on location to Zion Canyon in Utah for exterior shots.

Ian Keith appears opposite Miss Mackaill. Myrna Loy portrays a half-breed Mexican girl, one of the unusual, exotic characterizations that have catapulted her into prominence in her past few pictures. Lucien Littlefield and Claude Gillingwater have character roles, while others of importance are Roy Stewart, Ben Hendricks, Creighton Hale, George Fawcett, Jean Laverty, James Ford, Frank Tang, Jean Lorraine and Gordon Elliot.

Over 500 atmosphere players took part in the big scenes. Reginald Barker directed.

The Girl Of "The Great Divide"



Dorothy Mackaill in "The Great Divide"
Cut No. 18 Cut 40c Mat 10c

WHOOPEE ON RAILS

A wild party in the private car of a fast train is seen and heard in "The Great Divide," the First National-Vitaphone picture at the Theatre.

DOT IN THE DESERT

Dorothy Mackaill, who was cast away on a desert island—with a man!—in "His Captive Woman," is alone in the Arizona desert with a man who has kidnapped her in "The Great Divide," the First National picture at the Theatre. The man is Ian Keith.

Fawcett Is Famous For Wide Range Of Character Roles

(ADVANCE READER)

How would you like to be an Irish mick, a canny Scot, or a cockney Englishman at will?

George Fawcett, beloved character actor, seemingly has the power to portray these or a dozen other types without effort.

Fawcett, who is portraying MacGregor, the Scotchman, in "The Great Divide," First National-Vitaphone picture starring Dorothy Mackaill, opening at the Theatre, has an uncanny ability to assume the speech or mannerisms of many lands, and to "put them across" via the microphone.

The former footlight actor attained great popularity in dramas of American life set in different localities. He was lionized by New York and London while playing the soft-voiced cowboy in "The Squaw Man."

Reginald Barker directed "The Great Divide," in which Ian Keith plays opposite Miss Mackaill.

Ultra-Modern Role For Miss Mackaill In "Great Divide"

Dorothy Mackaill, First National star, who has attained great popularity by her recent performances in "hard-boiled" roles, will appear here again, this time as a modern maiden with few thrills left to experience.

Miss Mackaill has the star role in "The Great Divide," the all-dialogue Vitaphone production adapted from the famous stage play, opening at the Theatre

Several years ago she played her first sophisticated part in "The Crystal Cup." She was then a popular comedienne.

In "The Barker" she was a performer in a circus. This picture settled the fact that she was not only a gifted comedienne, but a dramatic actress of rare ability as well. In "His Captive Woman" and "Hard to Get" she won new laurels and in "Two Weeks Off" she played a charming heroine with Jack Mulhall appearing opposite.

Miss Mackaill now enjoys an unusual position in the roster of film actresses. She is equally successful in comedy and in drama.

Ian Keith is cast opposite her in "The Great Divide," which tells the story of a "wise-cracking" girl lured into love for a man by the spell of the West. Reginald Barker directed.

The supporting cast includes Myrna Loy, Lucien Littlefield, Claude Gillingwater, Ben Hendricks, Creighton Hale, Roy Stewart, George Fawcett and others.

Ian Keith Swears Allegiance To The Talking Pictures

Popular Stage Player Is Leading Man In New Mackaill Film

(ADVANCE NEWS)

Ian Keith, one of the most prominent of the stage's young leading men, has deserted the footlights for talking pictures.

Keith, who plays the role of the Western mine owner opposite Dorothy Mackaill in "The Great Divide," First National's Vitaphone triumph coming to the Theatre, would not have given up his stage career for "silent" dramas, he said.

"I had devoted all my efforts to the stage," said Keith, "from the time I was a boy. I love it, and were it not for the greater possibilities that talking pictures present as compared with old silent type I would still be on the stage. I may go back to the stage for an engagement or two in some role that I like, but I plan to remain now in sound productions."

The young actor formerly divided his time between Charles Frohman, David Belasco, and other noted footlight producers. He was in great demand, especially, for Shakespearean roles, in which he was rated with the very best.

With Marjorie Rambeau, he played a long engagement in "As You Like It." Then he played with Lionel Barrymore in "Laugh, Clown, Laugh," and with Alla Nazimova in "My Son." He had a leading role in the sensational "Monna Vanna."

Sandwiched in between the plays he was taking roles in pictures. Gloria Swanson, who had seen him in "Laugh, Clown, Laugh," signed him for her leading man in "Manhandled" and "The Queen's Love Story." Later he played in the comedy success, "Two Arabian Nights."

Just before starting in "The Great Divide," Keith was leading man for Corinne Griffith in "Prisoners."

Reginald Barker directed "The Great Divide," which is an adaptation of William Vaughn Moody's famous drama of the West. The cast includes Lucien Littlefield, Ben Hendricks, Myrna Loy, Creighton Hale, James Ford, Roy Stewart, George Fawcett and others.

Western Lovers



Dorothy Mackaill and Ian Keith in "The Great Divide"

Cut No. 19 Cut 25c Mat 5c

Far-Travelling Vitaphone

Vitaphone travelled farther into the wilds than ever before when First National took recording equipment into the inner regions of Zion Canyon, Utah, to film scenes for "The Great Divide," current at the Theatre, starring Dorothy Mackaill.

MARK STRAND BROOKLYN

FULTON ST. AT ROCKWELL PL. Direction Stanley Company of America.



with DOROTHY MACKAILL Ian Keith Myrna Loy

Cut No. 3 Cut 35c Mat 10c

One of the greatest American stage plays now a First National & Vitaphone all-talking and singing picture. Directed by Reginald Barker. Based on play by Wm. Vaughn Moody.

100% TALKING - SINGING

Dorothy Mackaill Starts Movie Fad For Adobe Houses

Star Was Inspired by the Picturesque Settings of "Great Divide"

(ADVANCE NEWS)

Dorothy Mackaill started a new Hollywood fad in houses following her work in First National's "The Great Divide," the all-dialogue Vitaphone production which comes..... to the Theatre.

The blonde star was intrigued by the adobe structures built on a Mexican set, one of the important locales in the story, and soon announced plans for constructing an adobe home for herself.

Other film players liked the idea and a number of them have already started to build with the mud and straw bricks, the strength and lasting quality of which have been attested by hundreds of years of service in Mexico and Southern California. In Los Angeles there are many adobe houses, which belonged to early settlers, still in good condition although more than a century old. The home of Governor Pio Pico, famous Spanish ruler of California in the old days, is an example.

"Adobes are cool in summer and warm in winter because of their thick walls, through which heat and cold do not penetrate," says Miss Mackaill. "They require less care than the average frame or stucco building."

A big fiesta is held on the Mexican set in "The Great Divide," which is the story of a girl transformed from a life of jaded thrills to one of happiness by the magic of the West.

Ian Keith appears opposite Miss Mackaill, the supporting cast including Myrna Loy, Ben Hendricks, Creighton Hale, Lucien Littlefield, James Ford, Jean Lorraine, Claude Gillingwater and others.

Reginald Barker directed.



100% TALKING SINGING DANCING



Cut No. 7 Cut 65c Mat 15c

Cast also includes Ian Keith, Myrna Loy, Lucien Littlefield, Ben Hendricks, George Fawcett and Creighton Hale. Directed by Reginald Barker. Based on play by Wm. Vaughn Moody.

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SILENT

ROMANCE AND GRANDEUR OF THE MIGHTY WEST FORM SETTING FOR THRILLING PLOT OF "GREAT DIVIDE"

★ ★ ★



Cut No. 20
Cut 40c
Mat 10c

Ian Keith, Dorothy Mackaill and Myrna Loy in "The Great Divide"

(PREPARED SILENT REVIEW)

"The Great Divide," First National's spectacular adaptation of the famous stage play, aided and beautified by the charming star, Dorothy Mackaill, opened last ... at the ... Theatre for a ... run.

The picture, a romance of Arizona and Mexico, is one of Miss Mackaill's very finest vehicles.

She is shown as a modern maid whose real heart has been buried under the experiences of a life of thrill-seeking. It is the type of role in which she appeared in "The Barker" and "His Captive Woman." She is hard, and minus any vestiges of sentiment, until Ian Keith transforms her during a kidnapping trip through the desert.

"The Great Divide" is a colorful, well-made production. The story is diverted by the novelty of a Mexican fiesta, with many charming dancing scenes, but Reginald Barker, the director, brings one back to the plot with easy skill.

The characters are then taken through mountain and desert country with many shots of scenic grandeur, the story coming to a close in the



Dorothy Mackaill in "The Great Divide"

Cut No. 11
Cut 25c Mat 5c

Made Picture Twice

Reginald Barker, director of First National-Vitaphone's "The Great Divide," current all-dialogue attraction at the ... Theatre, directed a "silent" version, also adapted from the famous stage play, several years ago.



Ian Keith in "The Great Divide"

Cut No. 12
Cut 25c Mat 5c

mining cabin of Keith.

Myrna Loy brings a spark of fiery passion as a little Mexican girl who loves Keith with Latin fury, but whose passion is doomed to disappointment. George Fawcett, Ben Hendricks and Lucien Littlefield give comedy characterizations that are of high merit.

The action and basic appeal of the footlight epic have been transferred to the screen story.

Miss Mackaill, on her way West with some of her companion whoopee-makers, is side-tracked by the lure of a fiesta in old Mexico. She meets Keith, who poses as a Mexican caballero. They fall in love and he kidnaps her with the idea of changing her to his ideal of a woman. And after many stormy scenes he succeeds.

The cast is exceptionally good, including such performers as Roy Stewart, James Ford, Jean Lorraine, Jean Laverty, Creighton Hale, Frank Tang, Claude Gillingwater and Gordon Elliott.

"The Great Divide" as a stage play, was written by William Vaughn Moody. It is one of the classics of the American theatre, and the picture is worthy of it.

MYRNA THE EXOTIC

Myrna Loy gives another of her exotic screen portrayals as the Spanish half-caste girl in "The Great Divide," current First National-Vitaphone picture at the ... Theatre.

The Modern Desert

Dorothy Mackaill brings the snappy wise-cracking of New York cafes to a desert setting in "The Great Divide," the First National-Vitaphone picture at the ... Theatre.

Myrna Loy in "The Great Divide"

Cut No. 13
Cut 25c Mat 5c



ROY STEWART

Roy Stewart, the "big boy" of many thrilling screen romances, plays a supporting role with Dorothy Mackaill in "The Great Divide," the First National-Vitaphone picture at the ... Theatre. Ian Keith is leading man.

WHOLE MEXICAN TOWN BUILT ON FILM STUDIO LOT

(ADVANCE READER)

A difficult feat of construction was performed at the First National studio recently, when an entire Mexican village was built in two days.

Cactus, dusty streets, adobe houses, plaza and all the features of usual Mexico town were put up in record-breaking time by one hundred and seventy workmen.

The set was built for scenes in "The Great Divide," the all-dialogue Vitaphone picture starring Dorothy Mackaill, which comes to the ... Theatre

Streets were laid out and framework constructed the first day. The second day the men did the plastering and painting and planted the necessary shrubbery, including ten varieties of cactus. Two hundred Mexican extras peopled the set.

Ian Keith portrays a stalwart Westerner, appearing opposite Miss Mackaill, Myrna Loy is cast as a half-breed Spanish girl. The cast includes James Ford, Creighton Hale, Claude Gillingwater, Roy Stewart, Lucien Littlefield, George Fawcett, Ben Hendricks, Jean Laverty, Frank Tang, Jean Lorraine and Gordon Elliott.

Reginald Barker directed.

BIG CAST

Four hundred players, including dancers and special performers, took part in the Mexican fiesta scenes in "The Great Divide," the First National picture at the ... Theatre.

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on all productions available exclusively through

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GET IN TOUCH WITH THEM NOW

Sophistication Plus

The popular Dorothy Mackaill enacts one of the most important roles of her career as the pleasure-seeking, sophisticated heroine of "The Great Divide," the First National-Vitaphone picture showing at the ... Theatre.

Prejudiced? Yes, And Proud Of It, Dorothy Declares

The Blonde Miss Mackaill Gives a List of Things That She Dislikes

(FEATURE)

"I don't like onions or garlic on my own or anyone's breath, and I'm not afraid to tell it to the world," says Dorothy Mackaill, star in First National Pictures, who will be seen and heard ... at the ... Theatre in "The Great Divide."

"Moreover, I don't think that the man or woman who likes garlic will like or respect me any less because I most emphatically do not," she adds.

"I don't like 'collegiate' Sox on men. Gartered Sox for me. In the same way, I hate to see a woman whose stockings have crooked seams up the back.

"Male soprano voices are distasteful to me. So are all yodelers. I'm sure they don't mind me. And no doubt they do not approve of many of the things I do stand for. If they tell me, I like them better for it.

"I don't like the sort of man who puts on a woman's hat in order to clown at a party. Perhaps he'd be all right if he discontinued this habit and its usual accompaniment, a running fire of stale quips and puns.

"Probably he wouldn't approve of me in white canvas beach pants and a bathing suit, riding a bicycle to the ocean for a morning swim.

"I have other prejudices by the dozen, and I'm proud of them. I also like and respect the prejudices of other folk. Prejudices show that their owner has an alert mind.

They show that he does not accept what the world tells him without first inspecting it.

"It's just like counting your change, this thing of criticising, silently or audibly, the things that pass in at your ears, eyes, nose and touch system to the sanctum of your brain. Don't just grin and say they're all good.

"If you do, you're just doing an injustice to the really good things by not giving them the distinction they deserve. It's like people. Be everybody's friend, and the really worthwhile folk will not value your friendship. Nothing is truer than Aesop's fable of the man, the boy and the donkey, in which the man tried to please everybody.

"That's why prejudices are healthy, sane, normal and intelligent. The person without them is characterless. He may not be essentially unintelligent, but he lacks mental energy.

"The person who is afraid to state them is timid. And the person who doesn't indulge in his prejudices is missing a lot of fun."

Miss Mackaill, one-time "Follies" star in New York, is an English lass who was educated for the stage in London. She was star in the famous old Hippodrome there, and her act was taken to Paris as one of the "international features" imported for the French capital's most famous revue.

Her current picture, "The Great Divide," is based upon the famous drama by William Vaughn Moody. Ian Keith plays opposite the star.

Coast-To-Coast Party Breaks All Whoopee Records

(CURRENT READER)

Hollywood kisses years ago became famous for their unprecedented length.

Now the film makers have shattered all records for the length of a wild party.

In "The Great Divide," the First National-Vitaphone picture at the ... Theatre, Dorothy Mackaill is hostess of a train whoopee gathering that starts in New York and ends in Mexico. If Dorothy hadn't been kidnapped it might have lasted clean to the Pacific Ocean.

As Beautiful As A Western Sunset

West—where the painted desert stretches into a great adventure. Where women fight to hold their men. Where a New York flaming flapper learns the meaning of love, when a he-man's kisses burn her soul.



The GREAT DIVIDE with Dorothy Mackaill

Ian Keith, Myrna Loy

Directed by Reginald Barker. Based on play by Wm. Vaughn Moody. With chorus of 150 dancing girls. Hear "Si, Si, Señor" and "At the End of the Lonesome Trail" beautiful theme songs.

Cut No. 5 Cut 65c Mat 15c

A FIRST NATIONAL TALKING, SINGING and DANCING VITAPHONE PICTURE

SECTION

You can use any illustration and almost every story in this entire press sheet for your silent showing with slight changes.

MYRNA LOY, EXOTIC BEAUTY, HAS ROLE IN "GREAT DIVIDE"

One Brief Year Has Seen Her Rise From Ingenue Roles to First Rank

(ADVANCE NEWS)
From a Moroccan dancer to a still stranger goddess-like Afghanistan girl!

Then a gypsy maiden—and most recently a half-breed Mexican charmer!

These are the four latest roles played by the screen's exotic thunderbolt, Myrna Loy.

It is no wonder a friend asked her: "Dearie, how do you keep your accents where they belong?"

It is only a year since Miss Loy really found her forte. Before that she played nice little ingenue roles. Then the role of the dusky dancer in "The Desert Song" was given her, and she made good.

After that she was cast in "The Black Watch" and then as Nubi in "The Squall."

Her latest release in the First National-Vitaphone triumph "The Great Divide," coming to the Theatre, shows her in the role of a half-breed hanger-on of the Mexican border.

"I have never been so happy in my life," said Miss Loy, "as I have since they have allowed me to play the parts I like. I love every one of them, and I study and concentrate hard on them. To me, they are much more interesting to play than just ordinary girl characters."

Miss Loy's voice has proved as exotic as her appearance in her new screen existence, accounting for some of her success in the talkies.

Dorothy Mackaill, the star of "The Great Divide," has an entirely different type of part. She is a modern American girl, with emotions stifled under the constant search for pleasure.

Ian Keith appears opposite Miss Mackaill. Others in the cast are Lucien Littlefield, Ben Hendricks, Frank Tang, Creighton Hale, George Fawcett, Jean Laverty, Claude Gillingwater, Roy Stewart, and James Ford. Reginald Barker directed.

ADAMS

ON KUNSKY CIRCLES

Western outlaw who saves a Park Avenue Pet from a jealous woman's vengeance. But she sacrifices her honor to save him from the law. Why?

It's as big as the heart of the West. Famous as one of the greatest of American stage dramas. Now Vitaphone brings it to you with colorful scenes, beautiful natural settings, a chorus of one hundred trained voices, gigantic dance ensembles. A love story as enchanting as a Western sunset.

The GREAT DIVIDE

100% TALKING SINGING-DANCING



HEAR
"Si, Si, Señor" and "The End of the Lonesome Trail," the beautiful theme songs sung and played throughout the picture.

with **Dorothy Mackaill**

Ian Keith—Myrna Loy

Directed by Reginald Barker. Based on play by William Vaughn Moody.

Cut No. 9 Cut \$1.00 Mat 20c

A FIRST NATIONAL & VITAPHONE PICTURE

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Biography of DOROTHY MACKAILL

The star of "The Great Divide" was born in Hull, England. While a child she showed talent as a dancer and persuaded her father to send her to London to study elocution and dancing. She wanted to earn her own way in the world so she found a job in the Hippodrome chorus in "Joybells." In a short time she was leading the famous "Chicken" number. She played in an English picture, "The Face at the Window," and then went to Paris to do her "Chicken" number again at the Casino de Paris. She came to New York and, with no letters of introduction, got a job in a big Ziegfield chorus. Marshall Neilan gave her her first film role in John Barrymore's "The Lotus Eater." Her rise in pictures was rapid. Among her recent productions are "Hard to Get," "Children of the Ritz," and "The Barker."

Biography of IAN KEITH

Ian Keith was well known on the stage before entering films. He was born in Boston. He was educated at the Parker Preparatory school in Chicago and later studied at the American Academy of Dramatic Arts in New York. He has alternated for some time between the screen and the stage. One of his prominent stage roles was in "The Firebrand." On the screen he has played in "Convoy," "The Prince of Tempters," "Two Arabian Nights" and other successful productions.

Biography of MYRNA LOY

A daughter of Helena, Montana, she came to Los Angeles to attend the Westlake school for girls. She began to study dancing under the famous Ruth St. Denis, and became a professional dancer at Grauman's Egyptian Theater in Hollywood. Mrs. Rudolph Valentino gave her a start in films with a role in "What Price Beauty?" Later she played in "The Desert Song," "Don Juan" and "The Squall."

Biography of CREIGHTON HALE

One of the screen's early leading men, Creighton Hale, was born in Cork, Ireland and was educated at Hilmartin and Ardingly Colleges in England. He became an electrical engineer and then went on the stage, and he was playing at the Criterion Theater in New York in 1912 when a film representative offered him a movie job. He played in "The Iron Claw," "Way Down East" and other early productions.

Biography of GEORGE FAWCETT

George Fawcett, one of the screen's best-liked character actors, was born on his father's estate near Alexandria, Va. He attended the University of Virginia, specializing in chemistry, then went in stock in Baltimore, later playing in road shows and on Broadway. He appeared with Maude Adams and played in London, later starring in "The Great John Ganton." His screen career began in 1914 when he was seen with Wallace Reid in "Peter Ibbetsen."

From Famous Play

First National's all-dialogue adaptation of "The Great Divide," William Vaughn Moody's famous stage play, is now the Vitaphone picture at the Theatre.

Cocktails To Cactus

Dorothy Mackaill in "The Great Divide," the First National-Vitaphone picture at the Theatre, is shown as an ultra-modern "jazz mamma" suddenly dumped down into the lonely Arizona desert.

Biography of LUCIEN LITTLEFIELD

Was born in San Antonio, Texas. Was educated in the public schools and at Staunton Military Academy. Tried a business career, but was dissatisfied and gave it up to go on the stage in a stock company. Entered pictures in 1913. Among his recent pictures are "My Best Girl," "Clear the Decks," and "The Small Bachelor."

Four-Day Contracts Thrill Movie Extras

(CURRENT READER)
Seventy-five film extras recently got the thrill of their lives when they were asked to affix their names to First National-Vitaphone contracts.

The contracts, however, only ran for four days, with a salary of \$7.50 per day.

To assure appearance of the extras in four days' shooting of crowd scenes for "The Great Divide," the current attraction at the Theatre, starring Dorothy Mackaill, Reginald Barker, the director, took this legal means of getting the same people on the set. As there were many close-ups of what was supposed to be the same crowd, the studio did not want new faces appearing as the scenes progressed.

Ian Keith plays opposite Miss Mackaill, in "The Great Divide."

Indian Chief Starts Archery Fad On Movie Lot

(CURRENT READER)
Chief Little Bison, a Sioux Indian chief, added several new followers to the sport of archery while he was working in a colorful "bit" of "The Great Divide," the First National picture starring Dorothy Mackaill, now showing at the Theatre.

The Indian leader, who is depicted on the screen weaving a blanket with his wife, is as expert with the bow and arrow as his forefathers who depended on their skill for existence.

Bringing his weapons on the set, he taught Dorothy Mackaill to use them until she was able to knock over a tin can at 50 yards. Ian Keith, Miss Mackaill's leading man, also, "fell" for the sport and bought a bow and arrow with which to practice in his own back yard.

From Reginald Barker, the director, down to the prop boy, everybody took a hand at shooting.

"The Great Divide" also called for the services of many Yaqui and Navajo Indians for Arizona and old Mexico scenes. The story is an adaptation of William Vaughn Moody's famous play of the West. The cast includes many noted players, among them being Lucien Littlefield, Ben Hendricks, Myrna Loy, James Ford, Creighton Hale, George Fawcett, Jean Lafferty, Claude Gillingwater and Roy Stewart.

Hollywood Invaded By Mexican "Army" Seeking Film Jobs

(ADVANCE READER)
A Mexican "army" has marched on Hollywood.

The khaki-clad host has flocked to the film city in search of plunder—in the form of salaries paid extra players.

Following the close of recent hostilities in Mexico, soldiers from both sides, in search of peace-time work, came to Hollywood on the advice of friends that they could find work in the movies.

Most of them were disappointed, but First National-Vitaphone studios employed thirty to work in Mexican fiesta scenes for "The Great Divide," Dorothy Mackaill's starring picture coming to the Theatre

Many officers were among those applying for work, and included in the group seen in "The Great Divide" are captains, colonels, and generals. One man was assistant to General Topete, the rebel commander.



The GREAT DIVIDE

with **Dorothy Mackaill**

Cut No. 14 Cut 65c Mat 15c



The GREAT DIVIDE

with **Dorothy Mackaill**

Cut No. 17 Cut 65c Mat 15c

EXPLOITATION

Prologue

As a prologue for "The Great Divide," you can imitate the Spanish fiesta scene in the picture. You will find it illustrated in the press stills at the exchange. The proportion of this prologue can be regulated to conform with your stage facilities and expense. A Spanish dancer should be featured as well as the theme songs "The End of the Lonesome Trail" "Si, Si, Senior." Your local dancing school might help.

Amateur Night

Put on an amateur show that will be in keeping with the theme of the picture. Advertise for amateur talent to play and dance as a prologue for "The Great Divide." Use a scenic backdrop and dress the amateur players in Spanish costumes which you can hire very inexpensively from your local costumer.

Dress Your Box-Office

By the use of compo-board and your staff artist, you can dress up your box-office to look like the entrance to a log cabin. Signs on the sides of the cabin should call attention to the fact that "This is the kind of cabin to which Stephen took Ruth when he kidnapped her." The novelty alone should attract plenty of attention and sell plenty of tickets.

Street Stunt

Dress up a rider in clothes similar to the ones worn by Ian Keith in "The Great Divide" (see stills) and have him ride through the busy sections of the town distributing heralds. A sign on his back should read:

"I am riding to the Strand Theatre to see
"THE GREAT DIVIDE"
with
DOROTHY MACKAILL"

Art Contest

Arrange a contest with your local art schools, through your newspaper for the best scenic drawing illustrating the title, "The Great Divide." There are many beautiful outdoor stills in the press set at your exchange showing the scenic grandeur of "The Great Divide." Tack these up in your lobby frames and let the contestants copy them. This is one of the ways in which you will bring to the attention of the public, the beautiful backgrounds in which the story of "The Great Divide" is laid. Send all drawings, properly credited to the artist, to your editor.

Marquee Staccatos

100% talking, singing, dancing.
Hear 150 mixed voices in the Spanish fiesta.
See and hear the West in all its glory.
As big as the Heart of the West.

LETTER OVER YOUR MAILING LIST

Dear Patron:
Next week's feature attraction at our theatre will be "The Great Divide."

This is one of the most famous of American stage plays and now Dorothy Mackaill brings it to the screen as a first National-Vitaphone all-talking and singing picture.

The scenic grandeur of the west forms the background of this wonderful love story and the unusual sounds that Vitaphone has caught, alone will be worth the price of admission. But there is a great cast telling a great story, one which we know you will not want to miss.

Yours very truly,
STRAND THEATRE

TWO ENTRANCES **LOEWS STATE** 7TH & BDWY.
DIRECTION - WEST COAST THEATRES INC.

100%
TALKING
SINGING
DANCING



Park Avenue debutante in the open spaces of the West. She thought she had tasted of every thrill in life, till the kiss of a Western he-man seared her soul!

The GREAT DIVIDE



See and hear the gorgeous dancing and singing spectacles at a Mexican fiesta.

Cut No. 2 Cut 65c Mat 15c

with
Dorothy Mackaill
Ian Keith
Myrna Loy

Directed by Reginald Barker. Based on play by Wm. Vaughn Moody.

A FIRST NATIONAL & VITAPHONE HIT

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.

Camping Outfits

Arrange for your local camping outfitter to display camping equipment in your lobby giving him credit for the display. You might be able to build an imitation camp fire and surround it with the usual camping utensils.

In return for this display in your lobby, the merchant should give you a window in which to arrange a similar display. This should be dressed up with stills from the picture and cut-out heads of Dorothy Mackaill as well as a sign calling their attention to the fact that Dorothy Mackaill in "The Great Divide" will play at your theatre.

The GREAT DIVIDE

with Dorothy Mackaill
Cut No. 16 Cut 35c Mat 10c

TUNEFUL BALLAD THEME SONG OF "GREAT DIVIDE"

Ian Keith Sings "At the End of the Lonesome Trail" in Picture

(CURRENT READER)

One of the most charming features of "The Great Divide," Dorothy Mackaill's starring picture now showing at the ... Theatre, is the theme song, "At the End of the Lonesome Trail."

It is sung by Ian Keith, and the melody is strikingly appropriate to the settings and atmosphere of this romantic drama of the Western desert and mountain country.

The song was written by Ray Perkins and Herman Ruby, two of America's best-known authors of popular ballads. They were leading lights of Broadway and "Tin Pan Alley" until the recent development of Vitaphone pictures lured them, as it has lured so many other song-writers, to the golden West.

"The Great Divide" was originally a stage play by William Vaughn Moody which scored one of the greatest successes in the history of the American theatre; but for the purposes of the synchronized screen it has been provided with a musical score of rare excellence.



Cut No. 15 Cut 35c Mat 10c

2 BEAUTIFUL THEME SONGS

Published, Publicized and Plugged by
M. WITMARK and SONS
1650 BROADWAY, N. Y.

CITY	ADDRESS	MANAGER
Boston	Room 23. 181 Tremont St.	Tom Martin
Chicago	910 Woods Building 54 W. Randolph St.	Clarence F. Parrish
Detroit	901 Wurlitzer Bldg. Broadway and John R	Will Collins
Los Angeles	402 Majestic Theatre Bldg. 845 S. Broadway	Art Schwartz
Minneapolis	First National Pictures, Inc. 1101 First Avenue N	Phil Ford
Philadelphia	1118 Chestnut St.	Joe Fuchs
St. Louis	401 Ambassador Thea. Bldg.	Elmer McDonald
Denver	1527 Champa St.	Jos. L. Mann
Pittsburgh	Magee Building 336 Fourth Ave.	Ben Fields
Cincinnati	c/o Warner Bros. 1208 Central P'kway	Merrel Schwarz

"THE END OF THE LONESOME TRAIL"
and "SI, SI, SENOR"
Words by Herman Ruby — Lyrics by Ray Perkins
Musical Dough-getters — For Livewire Go-getters

Title Sheets

The beautiful two-colored cover illustrated on this page prominently displays a still from the picture as well as the title. Dummy covers are available for tie-ups with your local music dealers. Ask your local Witmark branch; or write to the executive offices at 1650 Broadway, New York City.

Phonograph and Radio Stores

It has not been decided as we go to press whether "The End of the Lonesome Trail" and "Si, Si, Senior" will be recorded by phonograph record companies. Should a deal with Victor and other record companies be consummated, phonograph and radio stores will be good prospects for a window display. Cut-outs and stills of Dorothy Mackaill together with copies of the songs will make an attractive window. Ask your Witmark representative about the recordings.

Photograph Stunt

Another stunt that would work out to mutual advantage of exhibitors and music stores will be for the exhibitor to purchase a quantity of star photographs of Dorothy Mackaill for distribution by the music store to the first fifty people that buy copies of "The End of the Lonesome Trail" and "Si, Si, Senior." Your ad for the picture could be imprinted on the back of the photograph. This will not only spread the popularity of the theme song but will also carry the name of the picture directly into the homes of prospect ticket buyers. And when they hear the songs they will want to see the picture.

Herald Distribution

An arrangement might be made with your local music store whereby he distributes a quantity of heralds on "The Great Divide" to his customers. On the back of these heralds have imprinted an advertisement announcing that "The Great Divide" contains singing of the theme songs, "The End of the Lonesome Trail" and "Si, Si, Senior." In consideration of this herald distribution, you should reciprocate by distributing to your patrons a throw-away that the music store should prepare featuring "The End of the Lonesome Trail" and "Si, Si, Senior."

Window Streamers

A limited supply of window streamers is available on "The End of the Lonesome Trail" and "Si, Si, Senior." Ask your local Witmark representative. You will find his name and address on this page. These window streamers as well as the title ads, are ready-made advertising material with which to complete your tie-up with your local music dealers. These window streamers are printed in two beautiful colors and give prominent display to the title of the picture as well as to the titles of the songs.

Trailer

There is an exceptionally powerful all-talking and singing trailer on "The Great Divide" at your local exchange. Get it now and show it until your playdate. First National's all-talking and singing trailers are the most powerful advertising assets at your command.

Get Behind Theme Songs

Theme songs are powerful box office assets that you cannot afford to overlook. Go after your local radio stations now. Ask them to incorporate "The End of the Lonesome Trail" and "Si, Si, Senior" into their programs. Ask them to announce that these numbers are sung in "The Great Divide" which will play at your theatre on the playdate.

Theme Songs

"The End of the Lonesome Trail" and "Si, Si, Senior," are sung in "The Great Divide." They are featured in the musical synchronization throughout the picture. Herman Ruby and Ray Perkins are ace song writers with many notable hits to their credit.

Accessories

On this page you will find a list of Witmark offices where song accessories such as window streamers and title sheets are available. If there is no Witmark branch in your town, ask your local First National exchange manager about the accessories. If you write to the executive offices of Witmark at 1650 Broadway, New York City, you will receive prompt action on any request that you might make.

"The Great Divide" Is One Of The Most Famous Of All-American Stage Plays



Ian Keith
Myrna Loy

One of the most famous dramas of the American stage. One of the most unusual love stories ever screened. See it! Hear it! Directed by Reginald Barker. Based on play by William Vaughn Moody.

100%
SINGING
TALKING
DANCING

Cut No. 6 Cut 35c Mat 10c

A FIRST NATIONAL & VITAPHONE PICTURE

"GREAT DIVIDE" ON ITS WAY TO LOCAL HOUSE

All-Dialogue Picture Is Based on Famous Play By W. V. Moody

(ADVANCE NEWS)

The First National screen version of "The Great Divide," known as "The great American drama," has been booked by the Theatre and will open with Dorothy Mackaill in the featured role.

"The Great Divide," as a play, ran for many years and broke box office records throughout this country and in Europe.

In the screen version, Miss Mackaill portrays an emancipated, cocktail-imbibing modern girl, the type of role in which she has had such success in her recent pictures. She has an opportunity for splendid dramatic work when she is kidnapped by the man she both loves and hates, and is brought out into the silent desert of Arizona. The Vitaphone talking scenes amid this beautiful country are a feature of the picture.

Ian Keith portrays the role of the Westerner, made famous on the stage by Henry Miller.

The Mexican fiesta scenes are especially colorful, showing a group of forty dancing girls in the rhythms of Spanish and Mexican dances, the music being heard through Vitaphone.

"The Great Divide" was written by William Vaughn Moody and the all-dialogue production brings to the screen the full force and power of this remarkable play.

In the cast art Lucien Littlefield, Ben Hendricks, Myrna Loy, Frank Tang, Creighton Hale, George Fawcett, Jean Lafferty, Claude Gillingwater and Roy Stewart.

Summing Up "Great Divide"

Because some of the picture public have been under the impression that "The Great Divide" was a problem in arithmetic, the manager of the Theatre wishes to clear up this point.

"The Great Divide," he says, "is a First National-Vitaphone picture adapted from the famous stage play of the same name."

"It is a dramatic romance of an ultra-modern feminine thrill-seeker and a handsome miner to whom thrills are an everyday diet. Dorothy Mackaill and Ian Keith are the leading players."

"The mathematically inclined as well as those who don't know a triangle from a hypotenuse, will find it great entertainment. In fact everybody will."

"The Great Divide" is now showing to crowded houses.

MYRNA LOY IS AGAIN A VAMP IN NEW FILM

(ADVANCE READER)

Myrna Loy, exotic screen charmer, gives another of the fiery portrayals that have skyrocketed her into film fame in less than a year, in "The Great Divide," Dorothy Mackaill's starring picture opening at the Theatre.

She plays a Mexican half-breed, whose heart is set on a man who cares nothing for her. The role calls for dancing of an alluring and mysterious kind.

Miss Loy recently completed the part of a gypsy in "The Squall" and of a strange mountain goddess in "The Black Watch." Before that she was a French half-breed in "The Desert Song." Because of her unusual characterizations she was called by one famous critic "an icicle on fire."

Miss Mackaill, the star, has one of her most important roles as the modern daughter of New York who must compete in allurements with this primitive, sex-mad woman.

Ian Keith is the object of their rivalry. Others in the cast are Lucien Littlefield, Roy Stewart, George Fawcett, Ben Hendricks and Jean Lorraine. Reginald Barker directed the story, which is an adaptation of William Vaughn Moody's famous stage success.

Chorus Beauties Add to Charm of "Great Divide"

(CURRENT READER)

"The Great Divide" Dorothy Mackaill's picture at the Theatre, is supplied with plenty of the newest type of Hollywood pulchritude—the chorus girls.

Although a dramatic romance and not a musical production, there are parts of the picture lavish in music and dancing, and using three groups of chorus girls to add to the entertainment. One of the groups is made up of Mexican girls, the first of its kind ever brought to Hollywood.

The chorines trained three weeks under the direction of a former Ziegfeld dance director. All of the American girls had been on the stage, about half of them coming from New York.

The hoof and hip experts take part in the fiesta sequences which are a brilliant feature of "The Great Divide," a First National-Vitaphone picture.

Dorothy Mackaill appears as a sophisticated Eastern girl brought face to face with the primitive grandeur of the West. Ian Keith and Myrna Loy have important roles.

Reginald Barker directed the production, which is an all-dialogue adaptation of William Vaughn Moody's stage success of the same name.

Pen-Pression Of Dorothy Mackaill



Dorothy Mackaill, star of "The Great Divide," current feature at the Theatre, as seen by the pen of Armando, famous Mexican caricaturist. "The Great Divide" is an all-talking and singing First National-Vitaphone picture.

Cut No. 1 Cut 40c Mat 10c

Dorothy Mackaill Now Portrays the Grown-Up Flapper



Dorothy Mackaill in "The Great Divide"

Cut No. 21 Cut 25c Mat 5c

(CURRENT READER)

Dorothy Mackaill plays the role of a sophisticated, grown-up flapper in "The Great Divide," her new First National-Vitaphone picture now showing at the Theatre.

The part gives the beautiful actress an opportunity to portray the same kind of character in which she gained success in "The Barker" and "Hard to Get." She attempts to typify the modern girl, with few thrills left to experience, but who is still able to fall head over heels in love with the right man.

"The Great Divide" has an Arizona locale. It is an adaptation of William Vaughn Moody's famous stage success. Reginald Barker directed the all-dialogue production, which features five new songs.

An outstanding supporting cast was chosen for Miss Mackaill. Ian Keith is leading man, while others, most of whom have had stage experience, are Myrna Loy, as a Mexican half-breed, Creighton Hale, Lucien Littlefield, Claude Gillingwater, Roy Stewart, Ben Hendricks, James Ford, Jean Lorraine, Gordon Elliott and Jean Laverty.

Mexican Beauties Make Whoopee

For the first time in the history of the American stage or screen, a full company of Mexican chorus girls were employed in "The Great Divide," the First National picture coming to the Theatre.

Twenty-four pairs of golden legs and arms whirl through numbers on the set representing a Mexican town in the midst of a fiesta. There are also two groups of American chorines and a mixed chorus of 100 voices in these colorful scenes of the drama.

Dorothy Mackaill portrays the heroine with Ian Keith appearing opposite her.

Big Chance For Animal Imitators In Talkie Studio

Peter Kelly, For Instance, Can "Double" For Many Birds and Beasts

(CURRENT READER)

Can you growl like a bear? Whinny like a horse? Or imitate a wild ichthyosaurus calling to its mate?

If you can, you have a chance to break into the movies by joining Hollywood's newest "profession"—animal imitating. That is, providing all the jobs aren't taken by the time you get there.

Film directors found that the trained animals they had been using had been taught to "emote," but they hadn't been taught to talk when the microphone was waiting.

As a result, persons who can "double" for the animals by imitating their voices are earning huge salaries at the present time.

Peter Kelly, former vaudeville actor, who can imitate birds, beasts, or reptiles with enough finesse to fool their own mothers, was called to "The Great Divide" set at First National to double for a balking parrot who wouldn't say "one little kiss for Manuella." His voice sounds more natural than that of a real parrot in the Vitaphone picture which is now playing at the Theatre, with Dorothy Mackaill starred.

FAMOUS DIRECTOR MADE THE LATEST MACKAILL FILM

Reginald Barker Is a Veteran of Both the Stage and Screen

(ADVANCE READER)

Reginald Barker has been identified with the spectacular story of action since the beginning of his motion picture career in 1914.

His film debut as a director was made wielding the megaphone on William S. Hart's first starring production, "The Bargain."

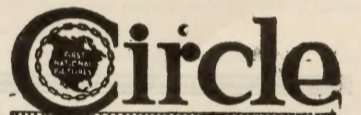
Now his latest, a modern story of action that moves by means of a train wild party from New York to a colorful and novel fiesta on the Mexican border, will make its appearance here at the Theatre. It is "The Great Divide," a First National production, featuring Dorothy Mackaill, which will open.

Barker ran the gamut of stage jobs before he came to Hollywood to work for the late Thomas H. Ince. He had been producer, stage director, actor, playwright, and advance agent in his own and other, men's companies. He was manager for Henry Miller while the famous actor was travelling through the United States and Europe in "The Great Divide" stage company, and occasionally played roles in the play.

In the early days of film-making he gained fame as the director of "The Hell-Cat," "The Stronger Vow," "The Brand," and "Godless Men." Others of his earlier spectacular successes were "Eternal Struggle," "The Storm," and "Broken Barriers."

In "The Great Divide" screen version he has brought his talent for romance and swift action to depict a sophisticated modern girl alone in the great Arizona desert with the man she loves—and hates!

Ian Keith appears opposite Miss Mackaill. Others in the picture are Myrna Loy, George Fawcett, Lucien Littlefield, Creighton Hale, James Ford and Roy Stewart.



As Big As The Heart of the West!



Cut No. 4 Cut 35c Mat 10c

A FIRST NATIONAL & VITAPHONE PICTURE

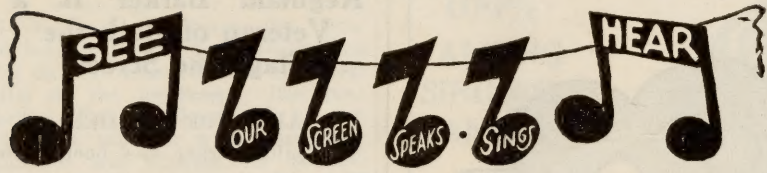
Beauty Of The West And Drama Of The Play Caught In These Striking Posters

SPECIAL VITAPHONE STREAMER

SIX COLORS

Can be used as a permanent display to sell sound to your public. Can be adjusted to read either "Our Screen Speaks" or "Our Screen Sings" by simply detaching either "Speaks" or "sings" from the string.

SIX COLORS



Big enough to be read from the other side of the street. Printed in six brilliant colors, each card in a different color, giving the streamer a startling effect. 10' ply card makes it durable and protects it against tearing. Strung with heavy rope-twine all ready to hang. Can be stretched from six feet to eighteen feet. Packed in heavy corrugated cartons which insures their delivery in perfect condition.

Price only \$2.50 each complete

VITAPHONE BLOCK PAPER

The CROWNING ACHIEVEMENT The GOLDEN GIFT

VITAPHONE Pictures

With the Greatest Motion Picture Stars

COLLEEN MOORE CORINNE GRIFFITH
 RICHARD BARTHELMESS MILTON SILL
 DOROTHY MACKAILL
 BILLIE DOVE JACK MULHALL
 ALICE WHITE

3-SHEET
2 COLORS
25¢ EACH

SEE AND HEAR

VITAPHONE Pictures

ONE SHEET
1 TO 9 -- 12¢ EACH
10 TO 49 -- 10¢ EACH
50 OR MORE 8¢ EACH

VITAPHONE Pictures

2 COLOR SNIPE 14"x20"
1 TO 49 -- 3¢ EACH
50 OR MORE 2¢ EACH
SNIPE STYLE C

A First National VITAPHONE Picture

2 COLOR SNIPE
1 TO 49 -- 3¢ EACH
50 OR MORE 2¢ EACH
SNIPE STYLE A

A First National VITAPHONE TALKING Picture

2 COLOR SNIPE SNIPE
1 TO 49 -- 3¢ EACH STYLE
50 OR MORE 2¢ EACH B

GREAT DIVIDE
DOROTHY MACKAILL
IAN KEITH and MYRNA LOY
Directed by REGINALD BARKER
Based on Play by WILLIAM VAUGHAN MOODY
A FIRST NATIONAL PICTURE

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INSERT CARD



SLIDE A



SLIDE B



Prices of Advertising Accessories

LITHOGRAPHS

1-sheets	15c each
3-sheets	45c each
6-sheets	75c each
24-sheets	\$2.40 each

PHOTOS

11 x 14 photos	75c a set (8 in set-colored)
22 x 28 photos	80c a set (2 in set-colored)
14 x 17 Rainbow Photos	\$1.50 a set (8 to a set)
14 x 36 insert cards	25c each
Window Cards	7c each
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis
Heralds	\$3.00 per thousand

CUTS OR MATS

1 Col. Scene Cut	25c	Mat 5c
2 Col. Scene Cut	40c	Mat 10c
1 Col. Ad Cut	35c	Mat 10c
2 Col. Ad Cut	65c	Mat 15c



Color Description Of 24-Sheet

WINDOW CARD

Background—light yellow and orange, rocks are grey with blue outline. Lettering in title—maroon with yellow outline. Lettering in name of Dorothy Mackaill—white. Rest of lettering—light green. Girl's dress—pink, shoes—white, hair—blonde, trimming on girl's dress—blue and green. Man—black hair, brown costume, greyish black shoes. Bottom panel—white, with "A First National Picture" in green lettering.



EXPLOITATION

Prologue

As a prologue for "The Great Divide," you can imitate the Spanish fiesta scene in the picture. You will find it illustrated in the press stills at the exchange. The proportion of this prologue can be regulated to conform with your stage facilities and expense. A Spanish dancer should be featured as well as the theme songs "The End of the Lonesome Trail" "Si, Si, Senior." Your local dancing school might help.

Amateur Night

Put on an amateur show that will be in keeping with the theme of the picture. Advertise for amateur talent to play and dance as a prologue for "The Great Divide." Use a scenic backdrop and dress the amateur players in Spanish costumes which you can hire very inexpensively from your local costumer.

Dress Your Box-Office

By the use of compo-board and your staff artist, you can dress up your box-office to look like the entrance to a log cabin. Signs on the sides of the cabin should call attention to the fact that "This is the kind of cabin to which Stephen took Ruth when he kidnapped her." The novelty alone should attract plenty of attention and sell plenty of tickets.

Street Stunt

Dress up a rider in clothes similar to the ones worn by Ian Keith in "The Great Divide" (see stills) and have him ride through the busy sections of the town distributing heralds. A sign on his back should read:

"I am riding to the Strand Theatre to see "THE GREAT DIVIDE" with DOROTHY MACKAILL"

Art Contest

Arrange a contest with your local art schools, through your newspaper for the best scenic drawing illustrating the title, "The Great Divide." There are many beautiful outdoor stills in the press set at your exchange showing the scenic grandeur of "The Great Divide." Tack these up in your lobby frames and let the contestants copy them. This is one of the ways in which you will bring to the attention of the public, the beautiful backgrounds in which the story of "The Great Divide" is laid. Send all drawings, properly credited to the artist, to your editor.

Marquee Staccatos

100% talking, singing, dancing. Hear 150 mixed voices in the Spanish fiesta. See and hear the West in all its glory. As big as the Heart of the West.

LETTER OVER YOUR MAILING LIST

Dear Patron: Next week's feature attraction at our theatre will be "The Great Divide." This is one of the most famous of American stage plays and now Dorothy Mackaill brings it to the screen as a first National-Vitaphone all-talking and singing picture. The scenic grandeur of the west forms the background of this wonderful love story and the unusual sounds that Vitaphone has caught, alone will be worth the price of admission. But there is a great cast telling a great story, one which we know you will not want to miss.

Yours very truly,
STRAND THEATRE

TWO ENTRANCES **LOEWS STATE** 7TH & BDWY. DIRECTION - WEST COAST THEATRES INC.

100% TALKING SINGING DANCING



Park Avenue debutante in the open spaces of the West. She thought she had tasted of every thrill in life, till the kiss of a Western he-man seared her soul!

The GREAT DIVIDE



See and hear the gorgeous dancing and singing spectacles at a Mexican fiesta.

with **Dorothy Mackaill**

Ian Keith
Myrna Loy

Directed by Reginald Barker. Based on play by Wm. Vaughn Moody.

Cut No. 2 Cut 65c Mat 15c

A FIRST NATIONAL & VITAPHONE HIT

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.

Camping Outfits

Arrange for your local camping outfitter to display camping equipment in your lobby giving him credit for the display. You might be able to build an imitation camp fire and surround it with the usual camping utensils.

In return for this display in your lobby, the merchant should give you a window in which to arrange a similar display. This should be dressed up with stills from the picture and cut-out heads of Dorothy Mackaill as well as a sign calling their attention to the fact that Dorothy Mackaill in "The Great Divide" will play at your theatre.

The GREAT DIVIDE

with **Dorothy Mackaill**
Cut No. 16 Cut 35c Mat 10c

TUNEFUL BALLAD THEME SONG OF "GREAT DIVIDE"

Ian Keith Sings "At the End of the Lonesome Trail" in Picture

(CURRENT READER)

One of the most charming features of "The Great Divide," Dorothy Mackaill's starring picture now showing at the Theatre, is the theme song, "At the End of the Lonesome Trail."

It is sung by Ian Keith, and the melody is strikingly appropriate to the settings and atmosphere of this romantic drama of the Western desert and mountain country.

The song was written by Ray Perkins and Herman Ruby, two of America's best-known authors of popular ballads. They were leading lights of Broadway and "Tin Pan Alley" until the recent development of Vitaphone pictures lured them, as it has lured so many other song-writers, to the golden West.

"The Great Divide" was originally a stage play by William Vaughn Moody which scored one of the greatest successes in the history of the American theatre; but for the purposes of the synchronized screen it has been provided with a musical score of rare excellence.



Cut No. 15 Cut 35c Mat 10c

2 BEAUTIFUL THEME SONGS

Published, Publicized and Plugged by **M. WITMARK and SONS**
1650 BROADWAY, N. Y.

CITY	ADDRESS	MANAGER
Boston	Room 23. 181 Tremont St.	Tom Martin
Chicago	910 Woods Building 54 W. Randolph St.	Clarence F. Parrish
Detroit	901 Wurlitzer Bldg. Broadway and John R	Will Collins
Los Angeles	402 Majestic Theatre Bldg. 845 S. Broadway	Art Schwartz
Minneapolis	First National Pictures, Inc. 1101 First Avenue N	Phil Ford
Philadelphia	1118 Chestnut St.	Joe Fuchs
St. Louis	401 Ambassador Thea. Bldg.	Elmer McDonald
Denver	1527 Champa St.	Jos. L. Mann
Pittsburgh	Magee Building 336 Fourth Ave.	Ben Fields
Cincinnati	c/o Warner Bros. 1208 Central P'kway	Merrel Schwarz

"THE END OF THE LONESOME TRAIL" and "SI, SI, SENOR"

Words by Herman Ruby — Lyrics by Ray Perkins
Musical Dough-getters — For Livewire Go-getters

Title Sheets

The beautiful two-colored cover illustrated on this page prominently displays a still from the picture as well as the title. Dummy covers are available for tie-ups with your local music dealers. Ask your local Witmark branch; or write to the executive offices at 1650 Broadway, New York City.

Phonograph and Radio Stores

It has not been decided as we go to press whether "The End of the Lonesome Trail" and "Si, Si, Senior" will be recorded by phonograph record companies. Should a deal with Victor and other record companies be consummated, phonograph and radio stores will be good prospects for a window display. Cut-outs and stills of Dorothy Mackaill together with copies of the songs will make an attractive window. Ask your Witmark representative about the recordings.

Photograph Stunt

Another stunt that would work out to mutual advantage of exhibitors and music stores will be for the exhibitor to purchase a quantity of star photographs of Dorothy Mackaill for distribution by the music store to the first fifty people that buy copies of "The End of the Lonesome Trail" and "Si, Si, Senior." Your ad for the picture could be imprinted on the back of the photograph. This will not only spread the popularity of the theme song but will also carry the name of the picture directly into the homes of prospect ticket buyers. And when they hear the songs they will want to see the picture.

Herald Distribution

An arrangement might be made with your local music store whereby he distributes a quantity of heralds on "The Great Divide" to his customers. On the back of these heralds have imprinted an advertisement announcing that "The Great Divide" contains singing of the theme songs, "The End of the Lonesome Trail" and "Si, Si, Senior." In consideration of this herald distribution, you should reciprocate by distributing to your patrons a throw-away that the music store should prepare featuring "The End of the Lonesome Trail" and "Si, Si, Senior."

Window Streamers

A limited supply of window streamers is available on "The End of the Lonesome Trail" and "Si, Si, Senior." Ask your local Witmark representative. You will find his name and address on this page. These window streamers as well as the title ads, are ready-made advertising material with which to complete your tie-up with your local music dealers. These window streamers are printed in two beautiful colors and give prominent display to the title of the picture as well as to the titles of the songs.

Trailer

There is an exceptionally powerful all-talking and singing trailer on "The Great Divide" at your local exchange. Get it now and show it until your playdate. First National's all-talking and singing trailers are the most powerful advertising assets at your command.

Get Behind Theme Songs

Theme songs are powerful box office assets that you cannot afford to overlook. Go after your local radio stations now. Ask them to incorporate "The End of the Lonesome Trail" and "Si, Si, Senior" into their programs. Ask them to announce that these numbers are sung in "The Great Divide" which will play at your theatre on the playdate.

Theme Songs

"The End of the Lonesome Trail" and "Si, Si, Senior," are sung in "The Great Divide." They are featured in the musical synchronization throughout the picture. Herman Ruby and Ray Perkins are ace song writers with many notable hits to their credit.

Accessories

On this page you will find a list of Witmark offices where song accessories such as window streamers and title sheets are available. If there is no Witmark branch in your town, ask your local First National exchange manager about the accessories. If you write to the executive offices of Witmark at 1650 Broadway, New York City, you will receive prompt action on any request that you might make.

FIRST NATIONAL PICTURES, Inc.



MUSICAL SYNOPSIS



for

“THE GREAT DIVIDE”

Compiled by JAMES C. BRADFORD

THEME “END OF THE LONESOME TRAIL” PERKINS.
 No. MIN. (T)ITLE OR (D)ESCRPTION TEMPO SELECTIONS

MUSICAL PROGRAMME

1.	1¼	At Screening	4 4	Moderato	West of the Great Divide—Ball (Witmark)
2.	1	D. Interior of cabin	4 4	Moderato	Conchita—Vecsey (Ricordi)
3.	½	D. Steve appears	2 4	Allegro giocoso	Jingles—Zamecnik (Fox)
4.	2	D. Manuella starts to sing	3 4	Allegretto Grazioso ..	Creole Serenade—Freire (Fischer)
5.	2¼	D. Mac enters	2 4	Allegretto	Navajo Jim—Zamecnik (Fox)
6.	1	D. Train shows	4 4	Moderato	Polly—Zamecnik (Fox)
NOTE. Produce passenger train effects ad lib.					
7.	½	T. I've made an appointment	4 4	Scherzando	Intermezzo Giocoso—Egener (Berlin) End of the Lonesome Trail—Perkins (Witmark) THEME
8.	1	D. Flash back to Steve	4 4	Moderato	
9.	1½	D. Boys in distance singing at camp fire	4 4	Moderato	Si Senor—Perkins (Witmark)
NOTE. Male voice singing—orchestra pick up.					
10.	1¼	T. You ought to pay us	2 4	Allegro Moderato	The Pearl of Madrid—Bachmann (Fischer)
11.	½	D. Spanish Dancers	3 4	Valse Espagnole	Santiago—Corbin (Fischer)
12.	2½	D. Dancers exit	2 4	Allegro	Los Toros—Lacome (Manus)
13.	2¼	D. Dance Hall	2 4	Allegro	Sarasa—Valverde (Marks)
14.	¾	D. Boys start to sing	4 4	Moderato	Si Senor—Perkins (Witmark)
15.	½	D. Steve starts to sing	4 4	Moderato	West of the Great Divide—Ball (Witmark)
16.	2	D. Steve finishes song	2 4	Moderato	Manzanillo—Robyn (Fischer)
17.	3¼	T. We have met before	3 4	Valse Espagnole	Pamplone—Gauvin (Fischer)
18.	2	D. Orchestra stops playing	2 4	Allegro Brillante	La Fiesta—Zamecnik (Fox)
19.	2	D. Dance stops	2 4	Habanera	La Paloma—Yradier (Fischer)
20.	½	D. Flash to dancing	3 4	Valse Espagnole	Famabella—Grimm (Fox) Impression Dramatique—Bradford (Robbins)
21.	3¼	D. Dancing stops	4 4	Allegro	Allegro Buffonesco—Kempinski (Berlin)
22.	1½	T. Oh boy what a joke	2 4	Allegro	Adventure D'Amour—Bradford (Robbins)
23.	2	T. Meaning Me	3 4	Agitato	Passions Slave—Jacquet (Berlin)
24.	3¼	D. Camp Fire	3 4	And Ema non troppo	Haunted Nights—Jacquet (Berlin)
25.	½	T. You'll be safe here	4 4	Myst Lento	Forget Me Not—Macbeth (Fischer)
26.	2	D. Steve walks away	4 4	Allegretto	Dramatic Andante—Kempinski (Berlin)
27.	¾	D. Excited friends	4 4	Andante con moto	Forget Me Not—Macbeth (Fischer)
28.	1	D. Flash back to camp	4 4	Allegretto	End of the Lonesome Trail—Perkins (Witmark) THEME
29.	2½	D. Ruth cuts finger on tin can	4 4	Espressivo	Old Pal—Jerome (Watterson)
30.	½	T. I don't care as long	4 4	Espressivo	End of the Lonesome Trail—Perkins (Witmark) THEME
31.	1¼	D. Flash back to camp	4 4	Espressivo	Affection—Himan (Witmark)
32.	1¾	D. Flash to Cabin	6 8	Andante	Daddy, Dear Old Daddy—Fischer (Witmark)
33.	½	D. Ruth sees father's photograph	3 4	Espressivo	A Street of Pekin—Beghon (Berlin)
34.	1	D. Servant enters	2 4	Allegro Moderato	Habanera “Natoma”—Herbert (Schirmer)
35.	1	D. Manuella enters	2 4	Habanera	Pathetic Reproach—Beghon (Berlin)
36.	3¼	D. Manuella leaves	3 4	Andante appassionato	Appassionato No. 1—Kempinski (Berlin)
37.	2	T. He was your Dad's best friend	4 4	Moderato con moto	The Gawky Rube—Lakay (Berlin)
38.	¾	D. Posse ride away	4 4	Moderato	End of the Lonesome Trail—Perkins (Witmark) THEME
39.	1	T. Do you want me	4 4	Moderato	

THE END.

The timing is based on a speed limit of 90 feet per minute.

All selections may be procured from the Cameo Music Co. 315-17 West 47th St. N. Y. C.

PRINTED IN U. S. A.

*As Beautiful as
a Western Sunset*



The
**GREAT
DIVIDE**

with
DOROTHY MACKAILL
Ian Keith & Myrna Loy

WEST—where the painted desert stretches into a great adventure. Where women fight to hold their men. Where a New York flaming flapper learns the meaning of love, when a he-man's kisses burn her soul

**RICHARD A. ROWLAND
PRESENTS**

Kidnapped by the man she loved and hated

It took only one Western kiss to tame this wild woman!

"He be my man. I keep you!"

One hundred miles from nowhere—and glad of it!

FEEL the real spell of the West brought to you in all its enchanting glory. Come into the land of he-man romance with a girl who was the Pet of Park Avenue . . .

THE

GREAT DIVIDE

WITH
DOROTHY MACKAILL
Ian Keith & Myrna Loy

Based on play by
William Vaughan Moody

A FIRST NATIONAL PICTURE

DIRECTED by
Reginald Barker





1
A. Ward



The
**GREAT
DIVIDE**

with
**Dorothy
Mackaill**



**THE GREAT
DIVIDE**
with
**DOROTHY
MACKAILL**



The
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The
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with
**DOROTHY
MACKAILL**

The GREAT DIVIDE



with Dorothy Mackaill

9



The GREAT DIVIDE

with Dorothy Mackaill

8

Handwritten text in red ink, possibly a name or title, partially obscured by a red line.



10

The
Great Divide

with
DOROTHY MACKAILL



14



The
**GREAT
DIVIDE**
with
Dorothy Mackaill



Myrna Loy
as Nubi
in "The Squall"

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The
**GREAT
DIVIDE**

with Dorothy Mackaill

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The
**GREAT
DIVIDE**

with Dorothy Mackaill

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19



18



20



21



**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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www.mediahistoryproject.org